



**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Promoting awareness in a campaign mode for behavioural change among the stake holders concerned, on important women and child issues during 2008-2009, starting from 14/11/2008 – Orders - Issued.

**WOMEN DEV. CHILD WELFARE & DISABLED WELFARE
(ICDS.A1) DEPARTMENT**

G.O.Ms.No. 46

Dated:20th December, 2008.
Read the following :-

G.O. Ms No.42, WD, CW & DW (ICDS.A1) Department, dated:21/11/2008,

ORDER:-

The Government with a view to improve quality in ICDS scheme propose to promote general awareness on critical issues, in a campaign mode from 14/11/2008 to 31/12/2009 to bring about required behavioural changes among the stake holders concerned. The campaign was launched by the Chief Minister on 14/11/2008 being Children's day.

The concerns proposed to be taken up, as part of the campaign are as follows:-

- I. Strengthening of AWCs / Improving : November & December 2008.
access.
- II. Care of Pregnant Women : January & February 2009
- III. Post and Neonatal Care : March & April 2009
- IV. Care of Children under 3 years : May & June 2009
- V. Early Childhood Education : July & August 2009
- VI. Prevention & Early
Detection of Disabilities : September & October 2009
- VII. Empowerment of Adolescent
girls and awareness on social issues : November & December 2009

2. The proposed campaign will include house visits by AWWs / Asha Workers/ ANMs, awareness through posters, streets plays, hoardings, rallies, duly mobilizing support from Public Sectors, Private Sectors, NGOs, Self Help Groups, Youth Associations, Panchayat Raj Institutions, Philanthropists other field level functionaries like Gram Panchayat Secretaries, Preraks etc.

3. As part of strengthening of AWCs; cleaning/white washing of AWCs; correction/updation of records, display of AWC Board as per reference cited; provisioning of water, toilets and kitchen garden; mapping for inclusion of uncovered houses & habitations are the key activities being taken up during November & December 2008.

4. UNICEF, CARE & Home Science College have agreed to partner with the Department in the campaign. CARE along with its partner NGO's in the 8 CARE districts, has committed to providing monitoring support, planning at the district level, handholding support to CDPOs / Supervisors & AWWs in mapping and on the conduct of campaign. In the 15 scale up districts, CARE will integrate the training required to incorporate the interpersonal skills and technical knowledge on concerns so identified, into the district, divisional trainings proposed to be taken up by them.

(Contd.....2)

5. The Director, Women Development & Child Welfare Department Hyderabad, will communicate the key activities to be taken up under each concern, to the District Collectors and Project Directors, WD & CW under intimation to all concerned.
6. The Director, Women Development & Child Welfare in consultation with departments concerned and Home Science College, will also finalise and communicate material for advertisements/posters/banners etc, and separate handouts for facilitating house visits by AWWs/ASHA workers and to conscientise the students of Intermediate and above courses. The PD/CDPO concerned will identify effective communicators either from among the college staff concerned or other interested persons to take the messages across to the students concerned. The Principals of the Junior Colleges/ Degree Colleges etc., shall extend necessary co-operation in this regard.
7. The District Collectors, shall enlist the active participation/support from Public Sectors, Private Sectors, NGOs, Youth Organizations, Philanthropists, Educational Institutions, SHGs (Zilla Samakyas), Department of Field Publicity Unit of Ministry of Information and Broadcasting, NSS, Nehru Yuva Kendras etc., for implementing the activities/campaign as communicated by the Director, Women Development & Child Welfare on each concern.
8. The Project Directors, District Rural Development Authority, shall facilitate communication of the key messages as communicated by Director, Women Development & Child Welfare to the Self Helps Groups at various levels. The Supervisors/CDPOs/PDs should attend the SHGs meetings at their respective levels to enlist their co-operation.
9. The District Collectors shall actively participate in the conduct of campaign as per the schedule, apart from regularly and periodically monitoring the progress, such that the key messages reach every nook and corner of the districts particularly the backward, remote habitations.
10. The Secretaries of Health & Family Welfare; Panchayat Raj; Rural Development; Higher Education and Planning Departments shall issue instructions to their respective Regional/District Level Officers etc to take all necessary measures to ensure active participation of their officers and field staff to realize the expected outcomes as envisaged (Annexure-I), to the maximum extent possible.

(BY ORDER AND IN THE NAME OF GOVERNOR OF ANDHRA PRADESH)

P. RAMAKANTH REDDY
CHIEF SECRETARY TO GOVERNMENT

To

The Principal Secretary, Health & Family Welfare//Medical Department.

The Principal Secretary, Panchayat Raj//Rural Development Department.

The Principal Secretary, Higher Education Department.

The Principal Secretary, Planning Department.

The Director, Women Development & Child Welfare, Hyderabad.(with a request to communicate the Telugu version of the same to all RDDs/PDs/CDPOs)

All the District Collectors.

All Regional Deputy Directors of WD & CW Department.

All Project Directors, District Rural Development Agencies.

The Commissioner, Information & Public Relation, Hyderabad.

The Joint Secretary to Govt., GOI Ministry of Information & Broad casting,
New Delhi.

Copy to:-

P.S. to Principal Secretary to Chief Minister.

P.S. to Chief Secretary

OSD to Minister (WD, CW & DW)

PS to Principal Secretary to Govt. WD, CW & DW Dept.

UNICEF, A.P. Hyderabad.

CARE, A.P. Hyderabad.

Principal, Home Science College, A.P. Hyderabad.

// FORWARDED BY ORDER //

SECTION OFFICER

ANNEXURE – I

(as per G.O.Ms.No. , Women Dev. Child Welfare & Disabled Welfare (ICDS-A1) Department, dt.20/12/2008)

JANUARY & FEBRUARY - 2009

Issue: Care of Pregnant women

Expected Outcome

- ❖ Substantial improvement in the birth weight of the new born.
- ❖ Improved immunity in children.
- ❖ Reduce the risks for mothers through increased awareness and behavioral change.
- ❖ Concientise the family in taking proper care of Pregnant Women.

Key Concerns

- ❖ 3 ANC check ups to all pregnant women, Special Care for women at risk and women suffering from other complications.
- ❖ Complete knowledge about ICDS services, the benefits and implications for them and their families particularly Mothers-in-law & Husbands.
- ❖ Consumption of 100 IFA tablets.
- ❖ Increase intake of nutritious diet.
- ❖ Ensure psycho-social support from family members, good environment and sufficient rest.
- ❖ Counseling for behavioural change.

MARCH & APRIL - 2009

Issue: Post and Neonatal care

Expected Outcome

- ❖ Decrease child and maternal mortality.
- ❖ Improved health and immunity in children.

Key Concerns

- ❖ Steps for safe delivery.
- ❖ Ensure Nutritious diet and consumption of 100 IFA Tablets by Lactating Mothers.
- ❖ Ensure colostrum feeding within an hour of birth of the baby.
- ❖ Exclusive breastfeed upto 6 months to new born.
- ❖ Introduction of complementary feed after 6 months.
- ❖ Complete Immunisation.

MAY & JUNE - 2009

Issue: Care of children under 3

Expected Outcome

- ❖ All the children under 3 years receive Proper Nutritional and Health care resulting in improved health.

Key Concerns

- ❖ Ensure balanced nutritious diet to all children under 3
- ❖ Ensure good food practices and hygiene.
- ❖ Ensure growth monitoring.
- ❖ Ensure knowledge on diarrhea and ARI.

JULY & AUGUST - 2009

Issue: Early Childhood Education

Expected Outcome

- ❖ All the children of 3 to 5 years receive quality Early childhood education for sound overall development.

Key Concerns

- ❖ Improve the Awareness on Importance of ECE to the parents.
- ❖ Ensure good food habits and hygiene practices in children.
- ❖ Ensure growth monitoring.
- ❖ Ensure overall development and school readiness.

SEPTEMBER & OCTOBER - 2009

Issue: Prevention and Detection of Disabilities

Expected Outcome

- ❖ Reduction in incidence and identification of disabilities in children for early intervention

Key Concerns

- ❖ Improve the awareness among the parents and community on prevention and identification of disabilities for early intervention.
- ❖ Improve the skills of AWWs and AASHA in identification of Disabilities and referral.

NOVEMBER & DECEMBER - 2009

Issue: Empowerment of Adolescent girls and awareness on social issues

Expected Outcome

- ❖ Empowerment with life skills and requisite knowledge to face challenges of life.

Key Concerns

- ❖ Increase Awareness on ill effects of early marriage.
- ❖ Sensitize on gender equality, reproductive health and anti-trafficking.
- ❖ Promote education & Vocational skills.
- ❖ Create awareness on Government schemes and social issues.